

# MARISSA CHUPP



## CONTACT

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## ABOUT

I am a Graphic Designer and Marketing Specialist with over five years of experience in design, delivering creative branding, print, and digital solutions. I have also developed my skills in photography, videography, and social media.

## SKILLS

Adobe Illustrator, InDesign, Photoshop, Premiere Pro, After Effects, Sketch, Fresca, Procreate, Typography, Color Theory, Layout Design, Illustration, Keynote, Microsoft Suite, Photography, Videography, Social Media Management, Mac and PC Proficient

## EDUCATION

Western Michigan University, 2015-19  
Gwen Frostic School of Art, BA  
Haworth College of Business, BBA  
Majors: Art and Marketing

## ACHIEVEMENTS

WMU Foundation Scholar  
College of Fine Arts Distinguished Student  
Book Arts in Italy Study Abroad and Art Show  
Haworth College of Business Trailblazer Award

## AIGA MEMBER

Design Mentorship 2020

## EXPERIENCE

### SOCIAL MEDIA MARKETING SPECIALIST

AMPLIFY MARKETING / AUG 2020 – PRESENT

- Developed several marketing strategies and brand identities through competitive research and the creative process.
- Built and implemented multiple style guides including logos, graphic assets, typography, color palette, and visual elements for internal and client use.
- Developed print and digital marketing materials for a variety of clientele.
- Directed and supported marketing and creative team members on various projects internally and for clients.

### GRAPHIC DESIGNER

MARISSA CHRISTINE LLC / AUG 2018 – PRESENT

- I offer freelance graphic design work for clients. Work primarily consists of branding and print materials.
- I offer fine artwork including commissioned paintings and live wedding or event paintings.
- More information available at [marissachristine.com](http://marissachristine.com).

### CONTENT CREATION INTERN

STONEY CREEK SOCIAL MEDIA / MARCH 2020 – AUG 2020

- Designed a variety of multimedia content for various clientele in the Southwest Michigan region.
- Planned and scheduled daily, tailored social media imagery and copy on many platforms for each client.

### BRAND CONSULTANT/GRAPHIC DESIGNER

theSOURCE, WMU / AUG 2019 – DEC 2019

- Developed logo, posters, fliers, social media, and website content for the Organization of Black Aerospace Professionals at WMU (OBAP WMU).
- Created effective branding solutions in print and digital format for several WMU RSOs and departments.

### MARKETING INTERN

SpartanNash / APR 2019 – AUG 2019

- Developed the marketing and creative strategy for multiple events in support of the Family Fare re-branding launch.
- Created effective branding solutions in print and digital format for several Family Fare events.
- Captured several photographs and video for the digital marketing and creative team. Edited and presented finished photos and videos. Photography and videography consisted of products, team members, and events.